PIZZA SALES SQL REPORT

A) KPI's – We need to analyze key indicators for our pizza sales data to gain insights into our business performance.

1. Total Revenue Generated

```
select sum(total_price) as total_revenue from pizza_sales;
```

Results | Messages

	total_revenue
1	817860.05083847

2. Average Order Value

```
select sum(total_price) / count(distinct order_id) as avg_order_value
from pizza_sales;
```

Results | Messages

	avg_order_value
1	38.3072623343546

3. Total Pizzas Sold

```
select count(pizza_id) as Total_Pizza_sold from pizza_sales;
```

Results | Message

	Total_Pizza_sold
1	48620

4. Total Orders Placed

```
select count(distinct order_id) as Total_Orders from pizza_sales;
```

Results | Messages

	Total_Orders
1	21350

5. Average Pizzas Per Order

```
select cast(cast(sum(quantity) as decimal (10,2))/count(distinct order_id) as
decimal(10,2)) as avg_pizza_per_order from pizza_sales;
```

Results | Messages

	avg_pizza_per_order
1	2.32

B) Chart Requirements - We need to visualize various aspects of our pizza sales to gain insights and understand key trends.

1. Daily Trends for Total Orders

```
select DATENAME(DW, order_date) as order_day, count(distinct order_id) as
Total_orders from pizza_sales
group by DATENAME(DW, order_date);
```

Results | Messages

	order_day	Total_orders
1	Saturday	3158
2	Wednesday	3024
3	Monday	2794
4	Sunday	2624
5	Friday	3538
6	Thursday	3239
7	Tuesday	2973

2. Monthly Trend for Total Orders

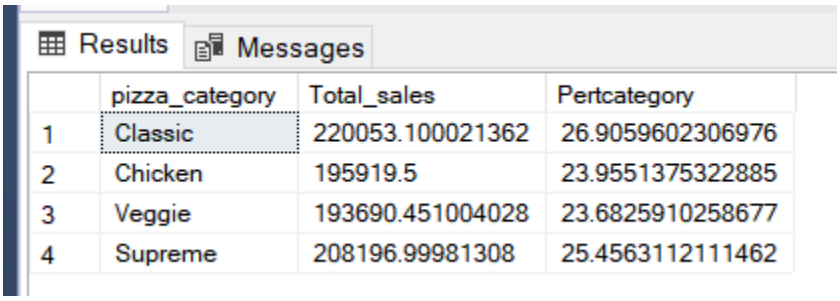
```
select DATENAME(month, order_date) as Month_Name, count( distinct order_id) as
Total_orders from pizza_sales
group by DATENAME(month, order_date)
order by count( distinct order_id);
```

Results | Messages

	Month_Name	Total_orders
1	July	1935
2	May	1853
3	January	1845
4	August	1841
5	March	1840
6	April	1799
7	November	1792
8	June	1773
9	February	1685
10	December	1680
11	September	1661
12	October	1646

3. Percentage of Sales by Pizza Category

```
select pizza_category, sum(total_price) as Total_sales , sum(total_price) *100/
(select sum(total_price) from pizza_sales) as Pertcategory
from pizza_sales
group by pizza_category;
```

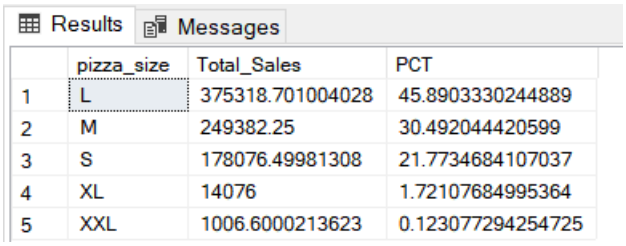


Results | Messages

	pizza_category	Total_sales	Pertcategory
1	Classic	220053.100021362	26.9059602306976
2	Chicken	195919.5	23.9551375322885
3	Veggie	193690.451004028	23.6825910258677
4	Supreme	208196.99981308	25.4563112111462

4. Percentage of Sales by Pizza Category

```
select pizza_size, sum(total_price) as Total_Sales, sum(total_price)*100 / (select
sum(total_price) from pizza_sales) as PCT
from pizza_sales
group by pizza_size
order by PCT desc;
```

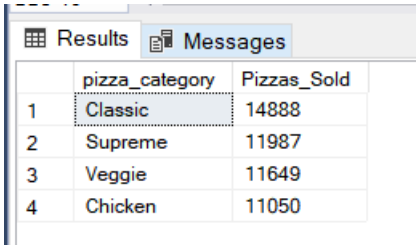


Results | Messages

	pizza_size	Total_Sales	PCT
1	L	375318.701004028	45.8903330244889
2	M	249382.25	30.492044420599
3	S	178076.49981308	21.7734684107037
4	XL	14076	1.72107684995364
5	XXL	1006.6000213623	0.123077294254725

5. Total Pizzas Sold by Category

```
select pizza_category, sum(quantity) as Pizzas_Sold from pizza_sales
 group by pizza_category
 order by sum(quantity) desc ;
```



Results | Messages

	pizza_category	Pizzas_Sold
1	Classic	14888
2	Supreme	11987
3	Veggie	11649
4	Chicken	11050

6. Top 5 pizzas by Revenue

```
select top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales
group by pizza_name
order by sum(total_price) desc;
```

Results | Messages

	pizza_name	Total_Revenue
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

7. Bottom 5 pizzas by Revenue

```
select top 5 pizza_name, sum(total_price) as Total_Revenue from pizza_sales
group by pizza_name
order by sum(total_price) asc;
```

Results | Messages

	pizza_name	Total_Revenue
1	The Brie Carre Pizza	11588.4998130798
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596

8. Top 5 Pizzas by Quantity Sold

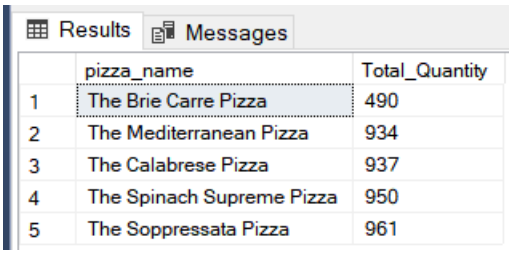
```
select top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales
group by pizza_name
order by sum(quantity) desc;
```

Results | Messages

	pizza_name	Total_Quantity
1	The Classic Deluxe Pizza	2453
2	The Barbecue Chicken Pizza	2432
3	The Hawaiian Pizza	2422
4	The Pepperoni Pizza	2418
5	The Thai Chicken Pizza	2371

9. Bottom 5 Pizzas by Quantity Sold

```
select top 5 pizza_name, sum(quantity) as Total_Quantity from pizza_sales
group by pizza_name
order by sum(quantity) asc;
```

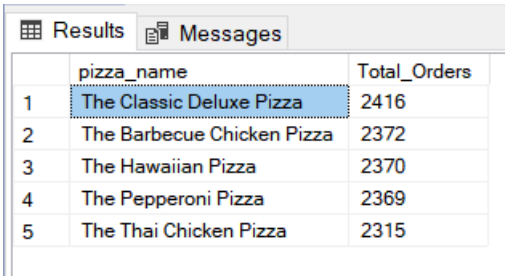


Results | Messages

	pizza_name	Total_Quantity
1	The Brie Carre Pizza	490
2	The Mediterranean Pizza	934
3	The Calabrese Pizza	937
4	The Spinach Supreme Pizza	950
5	The Soppressata Pizza	961

10. Top 5 pizzas by orders

```
select top 5 pizza_name, count(order_id) as Total_Orders from pizza_sales \group
by pizza_name
order by   count(order_id) desc;
```

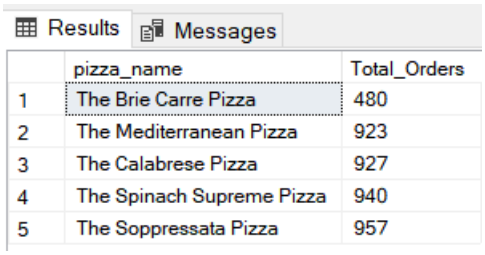


Results | Messages

	pizza_name	Total_Orders
1	The Classic Deluxe Pizza	2416
2	The Barbecue Chicken Pizza	2372
3	The Hawaiian Pizza	2370
4	The Pepperoni Pizza	2369
5	The Thai Chicken Pizza	2315

11. Bottom 5 pizzas by orders

```
select top 5 pizza_name, count(order_id) as Total_Orders from pizza_sales \group
by pizza_name
order by   count(order_id) asc;
```



Results | Messages

	pizza_name	Total_Orders
1	The Brie Carre Pizza	480
2	The Mediterranean Pizza	923
3	The Calabrese Pizza	927
4	The Spinach Supreme Pizza	940
5	The Soppressata Pizza	957

NOTE

If you want to apply the pizza_category or pizza_size filters to the above queries you can use WHERE clause.
Examples:

```
SELECT Top 5 pizza_name, COUNT(DISTINCT order_id) AS Total_Orders
FROM pizza_sales
WHERE pizza_category = 'Classic'
GROUP BY pizza_name
ORDER BY Total_Orders ASC
```